



## Become No. 1 in Media Sphere with WebSphere Portal

### Description

News/Entertainment Portal

### Business Needs

Become Number one in worldwide web with attractive News portal

Readers Growth and Satisfaction

Reduce costs

### CLIENT BACKGROUND

Dawn Media group is the oldest and biggest Media group in Pakistan with wide range of products from Dawn Newspaper, Dawn TV Channel, FM89, Spider Monthly Internet Magazine, Herald Magazine and many other News & Entertainment related magazine Headed by Mr. Hameed Haroon. The Dawn Group enjoy the privilege of being founded by the founder of Pakistan Quaid-e-Azam Mohammed Ali Jinnah in 1941, the News paper has its wide spread reach and coverage both within and outside the country.

Following is a list of publications produced and owned by the Dawn Group:

- Dawn, its flagship
- The Star, Pakistan's most popular evening newspaper
- Herald, current affairs monthly
- Spider, a monthly Internet magazine

- Aurora, a marketing and advertising bi-monthly

## Broadcast media

- Dawn News, the first 24-hour English news channel in Pakistan
- FM89

## BUSINESS CASE

At first dawn makes its presence on the worldwide web with a low profile website being built on HTML with static pages supporting only content /images.

Soon they start confronting with the problem of system crashes and site unavailability at the time of peak hours like once the breaking news erupted, thousands of readers flocked to their website which resulted in its clogging. Readers were annoyed by this, likewise the database was also growing with very fast paced stretching limits of the infrastructure at that time, and right after that they realized the innovation being taken place in IT industry is rapid and our valued customer have to take advantage of this to be competitive in the market.

The objective was not only to improve the efficiency of the dawn media portal but to build a website with an international standard that will give its users a magnificent experience which is something especially important with the current climate of Media industry.

## SOLUTION

The Company's goal was accomplished with a reader's/customer Portal offering a rich user interface and expanded services comprising an umbrella for all the products of Dawn Media Group within one Single Portal.

Royal Cyber Inc, deployed Web **Sphere Portal**, **Web Content Manager**, and **IBM DB2** for Dawn.com to deliver a Customer/reader Portal that would provide interactive user interface with rich experiences. Users have the option for browsing in different range of products from Dawn news TV, City FM 89, E-paper, Readers-specific branding, weather forecast Alerts, Prayers, RSS, stock, forex, live reporting, and a streamlined process for publishing new content and images live.

After deploying websphere portal the exponential growth is already apparent with the ability to entertain 100,000 users to browse in a second. The Group/Company has seen an increase in overall increase in traffic at Dawn.com and its affiliated website because they are able to cater at the times of breaking News without any system crashes and error messages and offer these improved services. In the meantime IBM DB2 has enabled the company database to store the information securely.

Within a month's time period, by leveraging their new portal, they have already increased number of users with Dawn.TV, City FM 89, Epaper, Spider monthly Internet magazine, Herald and now they have publishing their famous young world on dawn.com for E-Reading only which tells us that how our young generation is spending their time over the web, The company was able to bring these new surfers on board faster (in just minutes versus days and months) during the brief beta period. In February of 2009, they went live to all of their readers.

**Web sphere Portal** enabling them to offer unique self-services features to their customers. Readers/Surfers will be able to interact with their favorite articles, blogs, programs, live news feedbacks blogs, RSS feeds. in this system dawn media group can be used for the polling option very effectively for any issues being faced by the masses being it social, political or economical with greater user interaction hence, serving the greater good of society efficiently.

## **OUTCOME: IMPROVED ROI**

Our valued customer have already witnessed massive increase in their revenue generation as Advertisement companies are spending more on E-Advertising as compared to paper or TV, within this short span of time. Dawn portal has already all the space related to advertising is being occupied with major brand in the industry, making portal the most lucrative investment Dawn has made.